

**What is claimed is:**

1. A method of web logging using an instant message system, the method  
5 comprising:  
    identifying an interactive agent to an instant message (IM) host system under a first  
screen name;  
    receiving multiple IMs addressed to the first screen name, the IMs being received  
from multiple users identifiable to the IM host system; and  
10 for each of at least some received IMs addressed to the first screen name:  
    determining which one of the multiple users sent the IM;  
    identifying a web log associated with the user who sent the IM; and  
    adding the contents of the IM to the identified web log.
- 15 2. The method of claim 1, wherein the web log is displayed in a web page  
publicly accessible through the Internet.
3. The method of claim 2, wherein the displayed web log is password protected.
- 20 4. The method of claim 1, wherein the web log is a regularly updated online  
journal including information of interest to an author of the web log.
5. The method of claim 1, wherein adding the contents of the IM to the identified  
web log includes formatting the contents as a web log entry.  
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6. The method of claim 5, wherein formatting the contents as a web log entry  
includes time stamping the entry.
7. The method of claim 1, wherein each of the multiple users is identifiable to  
30 the IM host system by a unique screen name.

8. The method of claim 7, wherein determining which one of the multiple users sent the IM includes identifying the unique screen name of the user who sent the IM.

9. The method of claim 8, wherein identifying a web log associated with the user  
5 who sent the IM involves querying a database with the unique screen name of the user who sent the IM.

10. The method of claim 8, wherein identifying a web log associated with the user who sent the IM includes:

10 determining whether the user who sent the IM has two or more web logs; and  
if the user who sent the IM has two or more web logs, prompting the user to identify one of the two or more web logs.

11. The method of claim 10, wherein determining whether the user who sent the  
15 IM has two or more web logs involves querying a database with the unique screen name of the user who sent the IM.

12. The method of claim 1, further comprising:  
after adding the contents of the IM to the identified web log, generating a reply  
20 message to the user who sent the IM, the reply message indicating that the contents of the IM were successfully added to the identified web log as a web log entry; and  
sending the reply message to the user who sent the IM.

13. The method of claim 12, wherein generating a reply message includes  
25 identifying the type of communications device used to send the IM.

14. The method of claim 13, wherein generating the reply message comprises doing so according to the capabilities of the communications device used to send the IM.

30 15. The method of claim 13, wherein the reply message includes a notification that the user can append to the web log entry.

16. The method of claim 15, further comprising:  
receiving an IM to append to the web log entry; and  
appending the IM to the web log entry.

5 17. The method of claim 12, wherein the reply message includes a notification  
that the user can edit the web log entry.

18. The method of claim 1, wherein the interactive agent includes software  
configured to process messages received for inclusion in web log pages displayed on the  
10 Internet.

19. The method of claim 1, wherein the interactive agent includes software  
configured to distinguish among the multiple users identifiable to the IM host system on the  
basis of a unique screen name associated with each of the multiple users.

15 20. A method of enabling web logging using an instant message agent, the  
method comprising:  
identifying an instant message (IM) agent to an IM host system;  
receiving a first IM from one IM user of multiple IM users, wherein each of the  
20 multiple IM users is identifiable to the IM host system under a unique screen name; and  
based on the unique screen names of the multiple IM users,  
determining which of the multiple IM users sent the first IM;  
identifying a web log associated with the IM user who sent the first IM;  
and adding the contents of the IM to the web log associated with the IM user  
25 who sent the first IM.

21. The method of claim 20, wherein receiving a first IM comprises receiving an  
IM from an IM user that sent an IM to a common IM agent used by other IM users.

30 22. The method of claim 20, wherein the web log is uniquely associated with the  
IM user who sent the first IM.

23. The method of claim 20, further comprising displaying the web log in a web page publicly accessible through the Internet.

24. The method of claim 20, wherein identifying a web log associated with the IM user who sent the first IM includes:

querying a database with the unique screen name of the user who sent the first IM;  
receiving query results identifying all web logs associated with the unique screen name of the IM user who sent the first IM; and

if the IM user who sent the first IM has two or more web logs, prompting the IM user to identify one of the two or more web logs.

25. The method of claim 24, wherein prompting the IM user to identify one of the two or more web logs includes sending a reply IM to the IM user who sent the first IM, the reply IM identifying all of the web logs associated with IM user who sent the first IM.

26. A method of adding entries to a web log through an instant message system, the method comprising:

identifying an interactive agent to an instant message (IM) host system under a first screen name;

receiving an IM addressed to the first screen name, wherein the IM may be from any of at least two users identifiable to the IM host system;

determining which one of the at least two users sent the IM;

identifying a web log associated with the user who sent the IM; and

adding the contents of the IM to the identified web log.

27. The method of claim 26, wherein the at least two users identifiable to the IM host system have access to the IM host system.

28. The method of claim 26, further comprising:

generating a reply to the user who sent the IM; and

sending the reply to the user who sent the IM.

29. The method of claim 26, wherein the web log is displayed in a web page publicly accessible through the Internet.

30. A method of enabling web logging using an instant message interactive agent,  
5 the method comprising:

connecting an instant message (IM) interactive agent to an IM host system, the agent having an IM screen name;

receiving a first IM from a first IM user, the first IM being sent to the IM screen name of the interactive agent;

10 identifying a first web log associated with the first IM user;

adding the contents of the first IM to the first web log associated with the first IM user;

receiving a second IM from a second IM user, the second IM being sent to the IM screen name of the interactive agent;

15 identifying a second web log associated with the second IM user; and

adding the contents of the second IM to the second web log associated with the second IM user.

31. The method of claim 30, wherein the first web log and the second web logs  
20 are distinct.

32. The method of claim 30, further comprising:

receiving a third IM from the first IM user, the third IM being sent to the IM screen name of the interactive agent; and

25 appending the contents of the third IM to the contents of the first IM, the contents of the first IM being previously added to the first web log associated with the first IM user.

33. The method of claim 32, wherein the first IM is received by the interactive agent before the third IM.

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34. A method of creating a web log through an instant message system, the method comprising:

logging a web log agent into an instant message (IM) system under an IM screen  
name;

receiving an IM from a user logged into the IM system;

determining whether the user has a web log; and

5 if the user does not have a web log:

creating a web log for the user;

adding the IM screen name of the web log agent to a buddy list associated  
with the user; and

adding the contents of the IM to the created web log.

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35. The method of claim 34, wherein the contents of the IM includes text.

36. The method of claim 34, wherein the contents of the IM includes a picture.

15 37. The method of claim 34, wherein the contents of the IM includes audio.

38. The method of claim 34, wherein the contents of the IM includes video.

39. The method of claim 35, wherein adding the IM screen name of the web log  
20 agent to a buddy list associated with the user includes making the screen name viewable in  
the buddy list.

40. The method of claim 35, wherein adding the IM screen name of the web log  
agent to a buddy list associated with the user includes making the screen name persistent in  
25 the buddy list.

41. The method of claim 35, wherein creating a web log for the user includes:  
displaying a creation window allowing the user to enter information about the web  
log; and  
30 storing the information about the web log in a database.

42. The method of claim 41, wherein the information about the web log includes identification of other users of the IM system as contributing editors on the web log.

43. The method of claim 42, the identification of each of the contributing editors  
5 includes an IM screen name associated with the contributing editor.

44. The method of claim 35, wherein creating a web log for the user includes:  
prompting the user for a title to be associated with the web log;  
receiving the title from the user;  
10 prompting the user for a description to be associated with the web log; and  
receiving the web log description from the user.

45. The method of claim 44, wherein prompting the user involves sending IMs to  
the user.  
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46. The method of claim 45, wherein the web log title and web log description are  
received through the IM system.

47. The method of claim 35, further comprising enabling use of the buddy list to  
20 visually indicate the availability of the web log agent to receive IMs from the user.

48. A system for enabling web logging by one or more instant message users  
through an instant message agent, the system comprising:  
an instant message (IM) agent identifiable to an IM host system, the agent being  
25 configured to:  
receive IMs sent by multiple IM users; and  
for each received IM:  
identify a web log associated with the IM user who sent the received  
IM; and  
30 store the received IM as a web log entry in the identified web log.

49. The system of claim 48, further comprising a database for storing help messages associated with the agent.

50. The system of claim 49, wherein the agent is further configured to send help  
5 messages to each of the multiple users identifiable to the IM host system.

51. A system for enabling web logging by multiple users of an instant message system, the system comprising:

a message processor configured to receive instant messages (IMs) from multiple users  
10 identifiable to an IM host system;  
means for identifying a web log associated with each of the received IMs; and  
means for adding each of the received IMs to the identified web log for the received IM.

15 52. The system of claim 51, wherein the means for identifying a web log associated with each of the received IMs includes a database configured to store information on all existing web logs.

53. The system of claim 52, wherein the database indexes each of the existing  
20 web logs by a screen name associated with the user who created the web log.

54. A computer program stored on a computer readable medium, the computer program comprising instructions for:

receiving instant messages (IMs) from at least two IM users; and  
25 for each of the received IMs:  
identifying a web log associated with the IM user who sent the IM; and  
storing the IM in the identified web log.